## LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

**1. - 63.** **(Canceled)**

**64.** **(Currently Amended)** An advertisement presentation system comprising:

a server connected to a network;

an advertisement server distributing an advertisement; and

a user side equipment ~~which~~ that presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein,

the user side equipment <u>calculates</u> ~~is effective to calculate~~ a time necessary for presenting the advertisement up to the end based on a size of advertisement data and, based on a transmission speed of a communication line and a size of [[the]] target data, [[and]] adjusts a data transfer speed applied to download the target data in order to finish the downloading operation in the calculated time<u>, and wherein</u>

<u>a portion of the target data is not downloaded to the user side equipment before end of reproduction of the advertisement.</u>

**65. - 68.** **(Canceled)**

**69.** **(Previously Presented)** An advertisement presentation system according to claim 64,

wherein, said size of the advertisement data is a file size of the advertisement data.

**70.** **(Canceled)**

**71.** **(Currently Amended)** An advertisement presentation system according to claim [[70]] <u>64,</u>

wherein, said portion of the target data is downloaded to the user side equipment after reproducing the advertisement.


**72.** **(Currently Amended)** An advertisement presentation system according to claim [[70]] 64,

wherein, the user side equipment downloads the portion of the target data by using a URL, received from the advertisement server.


**73.** **(New)** An advertisement presentation system comprising:

a server connected to a network;

an advertisement server distributing an advertisement; and

a user side equipment that presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein

the user side equipment, if target data is downloaded before reproduction of the advertisement finishes, by utilizing a remaining time until reproduction of the advertisement finishes, downloads other target data in accordance with a user's request.